1961 – Philip Morris Overseas renamed Philip Morris International.

– License agreement signed with Hong Kong Tobacco Company.

– *Philip Morris* (brown pack) introduced in Hong Kong.

– *Pal Premium* blade introduced; *Gem Premium* single-edge blade introduced.

– Philip Morris Inc., signs license agreement with SEITA, a French tobacco monopoly, for manufacture and distribution of *Parliament*.

1961 – Miller purchases A. Gettelman Brewery in Milwaukee.

– General Foods Corporation acquires Krema Hollywood Chewing Gum Company S.A. of Paris, leading candy and gum manufacturer; also Rosa Blanca S.A. of Mexico City, maker of soup base mixes.

1962 – License agreement signed with Amer Tupakka Oy, Finland.

– Benson & Hedges (Canada) Ltd., and Canadian Tobacofina Ltd., merge.

– "Marlboro Country" ad slogan is introduced in selected markets.

– *Pal* stainless-steel injector razor introduces new line.

– License agreement signed by Philip Morris with Monopoli di Stato, Italy.

– La Altense, later renamed Tabacalera Centroamericana, S.A., Guatemala, becomes an affiliate.

– Oscar Mayer & Co. introduces a major breakthrough in packaging — a vacuum-sealed package for bacon, one of the most perishable meat products.

– A continuous wiener process, producing 36,000 wieners an hour, debuts at Oscar Mayer & Co.

– General Foods Corporation acquires Coffee A/B of Stockholm, Sweden, makers of *Premiar* coffee; also Cafes de Mexico of Mexico City, coffee processor.

1963 – "Marlboro Country" advertising campaign makes its national debut.

– Philip Morris Inc. announces it will construct an Operations Center in Richmond, Virginia.

– Burma-Vita Company acquired by Philip Morris Inc.

February – *Paxton* test-marketed in Fresno, California, and Tulsa, Oklahoma.

– *Saratoga* test-marketed in Hartford, Connecticut, and Sacramento, California.

– *Personna* stainless-steel double-edge razor blades introduced by American Safety Razor Company.

2047840216

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

March	–	*Pal* stainless-steel razor is shown at Buenos Aires' Museum of Modern Art and Louvre Museum in Paris.
	–	License agreement signed with Austria Tabakwerke AG for manufacture and distribution of *Marlboro*.
	–	Joseph F. Cullman, 3rd, receives Cross of Chevalier du Merite, Commercial et Industriel from French government.
April	–	*Pal* stainless-steel injector blades introduced.
	–	Clark Brothers Chewing Gum Company acquired by Philip Morris.
	–	Philip Morris Inc., holds its first Derby Festival in Louisville, Kentucky.
	–	*Paxton* test-marketed in New England and Middle Atlantic States, Ohio and Hawaii.
	–	Philip Morris Inc., receives President's "E" Award from Franklin D. Roosevelt, Jr., Under Secretary of Commerce.
June	–	*Pal* and *Personna* stainless-steel blades launched nationally.
	–	*Paxton* goes national.
September	–	Philip Morris Inc., makes tennis film narrated by Chris Schenkel and Roy Emerson.
	–	*Saratoga* test-marketed in Seattle, Washington.
	–	*Field and Stream* pipe tobacco introduced.
	–	*Paxton* introduced in Puerto Rico.
	–	*Multifilter* is introduced in *Humiflex* plastic package.
October	–	*Alpine* coupon-redemption program instituted.
December	–	King-size *English Ovals* marketed.
	–	Fabriques de Tabac Reunies, S.A., Switzerland, becomes first Philip Morris cigarette manufacturing affiliate in Europe.
1964	–	*Maxim* freeze-dried coffee is introduced by General Foods Corporation.
	–	General Foods Corporation establishes a joint venture to produce soluble coffee in Puerto Rico.
January	–	Surgeon General's Report on "Smoking and Health" is issued.
	–	Johnny marks his 30th anniversary with Philip Morris.
February	–	Agreement signed with Ruder & Finn, public relations firm.

2047840217

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

March	–	*Philip Morris Multifilter* with a charcoal filter introduced.
April	–	*Galaxy* cigarettes introduced with redemption coupon.
	–	Philip Morris Inc., dedicates the first building of the Operations Center in Richmond.
May	–	*Benson & Hedges Little Filter* cigars introduced.
July	–	*Parliament* comes out with a charcoal filter.
September	–	Premier of "Great Moments in the History of Tennis" sponsored by Philip Morris.
1965	–	*Post Honeycomb* cereal is introduced by General Foods Corporation.
	–	Oscar Mayer & Co. purchases pork-processing plant in Perry, Iowa.
	–	"Pop and Op" exhibition of 65 graphics is circulated by the American Federation of Arts and sponsored by Philip Morris Incorporated.
January	–	*Marlboro* production begins in France under a licensing agreement signed with SEITA, the French tobacco monopoly.
	–	Self-imposed cigarette advertising code goes into effect, by which the companies, voluntarily and individually, agree not to promote cigarettes to young people and to avoid implying that smoking has health benefits or is essential to social prominence.
April	–	"Teaberry Shuffle" ads promote Clark's Gum.
May	–	Philip Morris de Puerto Rico becomes an affiliate.
	–	Milprint, Inc., Nicolet Paper Co., and Polymer Industries, Inc., combine to form the Industrial Products Division, predecessor of Philip Morris Industrial. Fred M. Stefan named President of the new division.
November	–	Harold Thorkilsen appointed President of American Safety Razor.
December	–	Gemini space food packaging developed by Milprint.
1966	–	W.R. Grace & Co. purchases 53% of the Miller family stock.
	–	Miller adds two brewing plants — in Azusa, California and Fort Worth, Texas.
January	–	Federal Cigarette Labeling Act goes into effect, requiring cigarette companies to include on all packages the words "Caution: Cigarette Smoking May Be Hazardous to Your Health".
	–	Hugh Cullman elected Executive Vice President of Philip Morris Inc.
April	–	*Marlboro Menthol* cigarettes introduced.
May	–	Joseph F. Cullman, 3rd, President of Philip Morris Inc., named to Tobacco Hall of Fame.

2047840218

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

June – License agreement signed with Superior Tobacco Company, N.V., Netherlands Antilles.

September – Massalin y Celasco S.A.C.e.I. joins Philip Morris Latin American operations as affiliate in Argentina.

– *Benson & Hedges 100's*, menthol and regular, introduced nationally.

1967 – The first entirely new Oscar Mayer & Co. plant since 1888 is opened in Beardstown, Illinois.

January – Corporate structure of Philip Morris reorganized to create Philip Morris Incorporated and three operating companies: Philip Morris Domestic, Philip Morris International, and Philip Morris Industrial.

Joseph F. Cullman, 3rd, appointed Chairman of the Board and Chief Executive Officer of Philip Morris Incorporated.

George Weissman appointed President and Chief Operating Officer of Philip Morris Incorporated.

Hugh Cullman appointed President of Philip Morris International.

Fred M. Stefan appointed President of Philip Morris Industrial.

Ross R. Millhiser appointed President of Philip Morris Domestic.

April – Kwara Tobacco Company of Ilorin, Nigeria, becomes Philip Morris affiliate (later renamed Philip Morris Nigeria Ltd.).

June – *Marlboro 100's* launched nationally in the *Gold Pack*.

September – *Marlboro 100's* introduced in the *flip-top* box.

1968

January – Philip Morris Domestic changes its name to Philip Morris U.S.A.

February – Koch Convertograph Co. acquired by Philip Morris Industrial. Renamed Koch Label Co.

– *Virginia Slims* test-marketed in San Francisco.

August – Philip Morris acquires Godfrey Phillips Ltd., a British holding company, thereby obtaining interests in Godfrey Phillips India Ltd., Premier Tobacco Industries Ltd., Pakistan, and Godfrey Phillips New Zealand (later renamed Philip Morris (New Zealand) Ltd.).

September – *Virginia Slims* marketed nationally.

1969 – Miller Beer changes its famous slogan from "The Champagne of Bottle Beers" to "The Champagne of Beers".

January – Philip Morris Inc., reports that operating revenues for 1968 exceeded $1 billion for the first time.

2047840219

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

February	–	Philip Morris Holland B.V. joins network of international affiliates.
May	–	License agreement signed for manufacture of cigarettes in Bolivia.
	–	Philip Morris Sweden AB created as an affiliate.
June	–	Philip Morris Inc., acquires 53% ownership of Miller Brewing Company from W.R. Grace & Co.
July	–	E. Leon Jimenes, C. por A., becomes Philip Morris affiliate in the Dominican Republic.
October	–	License agreement signed with Fabrika Duvana Sarajevo, Yugoslavia, for the manufacture of *Marlboro*.
1970	–	Post *Pebbles* breakfast cereal introduced by General Foods Corporation.
	–	Oscar Mayer & Co. purchases Claussen Pickle Co. of Woodstock, Illinois.
January	–	Philip Morris U.S. distributorship of Flavor Tree Food Products (*Kit Kat*, *Coffee Crisp*, etc.) terminated.
February	–	*Marlboro 100's* red pack test-marketed in Seattle and Spokane, Washington.
March	–	Philip Morris GmbH started up as affiliate in West Germany.
June	–	Philip Morris Inc., effects whole ownership of Miller Brewing by purchasing outstanding 47% of stock from De Rance Foundation in Milwaukee.
August	–	*Face Guard* razor blades test-marketed.
September	–	First *Virginia Slims* tennis tournament takes place in Houston, Texas.
October	–	*Marlboro 100's* (ventilated filter) introduced.
	–	*Parliament* 80/85 charcoal filter marketed.
December	–	Plainwell Paper Co., Inc., acquired by Philip Morris Industrial.
	–	Proveedora Ecuatoriana S.A., Ecuador, formed as a marketing affiliate.
	–	Cigarette companies voluntarily agree to display "tar" and nicotine data in all advertising.
1971	–	Oscar Mayer & Co. becomes the first major meat processor to use open dating on packages so consumers can be aware of when product has passed its peak of freshness.
January	–	Cigarette television and radio advertising ban goes into effect.
February	–	*Personna* '74 tungsten steel blade distributed nationally.

2047840220

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

May – Contract signed in Spain for the purchase of companies which later become affiliates Philip Morris Espana, S.A., and Philip Morris Iberica, S.A.

June – Armstrong Coated Products acquired by Philip Morris Industrial.

September – John A. Murphy elected Chief Executive Office of Miller Brewing Company.

October – License agreement signed with Cia Colombiana de Tabaco, Colombia.

November – Philip Morris France S.A., marketing affiliate, established.

– Weltab S.A., Belgium, becomes a Philip Morris affiliate.

– Lindeman (Holdings) Ltd., a wine company, becomes a subsidiary of Philip Morris (Australia) Ltd., P.T. Philip Morris Indonesia set up as an affiliate.

– General Foods Corporation acquires Victor TH. Engwall & Co., KB, Sweden's largest coffee company (Gevalia brand), which also markets Kockens spices.

– A new Oscar Mayer & Co. plant opens in Nashville.

1972

January – Cigarette manufacturers are required to include health warnings on all advertising, direct mail, and point-of-sale material.

– *Marlboro Lights* introduced.

– *Face Guard* expands to national distribution.

– Tabacalera Nacional, S.A., of Panama, a licensee since 1956, becomes a Philip Morris affiliate.

– *Parliament 100's* with charcoal filter go national.

– *Personna* floating head razor (injector) goes on the market.

April – Philip Morris celebrates its 125th anniversary.

August – *Flicker* Ladies' Shaver introduced in test markets.

September – Philip Morris Inc., acquires 100% of Mission Viejo Company, a community development and home-building firm.

December – License agreement signed with Japan Tobacco and Salt Public Corp. and Federal Tobacco Ltd., Trinidad and Tobago, for the manufacture of *Marlboro*.

– Wikolin Polymer Chemie GmbH, Germany, acquired by Philip Morris Industrial.

– *Marlboro* ends the year as the world's best-selling cigarette.

2047840221

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

1973	–	Oscar Mayer & Co. is the first in the food industry to start printing the Universal Product Code on product labels. Company also begins incorporating nutritional information on its product labels.
January	–	Philip Morris Inc.'s 1972 operating revenues surpass $2 billion for the first time.
March	–	The new Philip Morris Richmond Manufacturing Center makes its first cigarettes.
April	–	*Personna Double II* razor with twin double-edge blades introduced.
	–	Lightfoot Company, soap manufacturers, dissolved by Philip Morris.
	–	Clark Gum Company sold by Philip Morris Inc.
	–	Mrs. Margaret B. Young, member of Philip Morris Board of Directors, is appointed United States delegate to the 28th session of the United Nations General Assembly.
	–	The Tobacco Research Center Tower in Richmond, Virginia, is dedicated.
May	–	The Civil Aeronautics Board orders commercial airlines to separate smokers and nonsmokers.
	–	Tabacalera Andina, S.A., established as a manufacturing affiliate in Ecuador.
	–	Surtech Coating Co. formed by Philip Morris Industrial.
July	–	Tabacalera S.A., Spain, announces it is a partner with Philip Morris in Philip Morris Espana, S.A., and Philip Morris Iberica, S.A.
September	–	First *Marlboro* Cup (thoroughbred horse-racing) is won by Secretariat.
	–	License agreement signed with Agros, the National Company for Exterior Commerce, and ZPT, the Polish cigarette industry, for the manufacture and marketing of *Marlboro*.
October	–	George Weissman named Vice Chairman of the Philip Morris Board of Directors.
	–	Ross R. Millhiser elected President of Philip Morris Incorporated.
	–	Clifford H. Goldsmith elected President of Philip Morris U.S.A.
	–	Miller announces plans for a $16 million aluminum-can plant to be built in Milwaukee.
	–	General Foods Corporation forms a joint venture with Ajinomoto Co., Inc., (Ajinomoto General Foods, Inc.) in Japan.

2047840222

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

1974

January – Miller announces record sales for 1973, moving it from seventh to fifth place in the industry, and plans a $70 million brewery in Fulton, New York.

February – Philip Morris announces joint venture in Brazil with the State Development Bank of the State of Parana in forming Philip Morris Brasileira S.A. de Cigarros.

March – Philip Morris Inc., signs five-year scientific and technical cooperative agreement with the State Committee of the U.S.S.R. Council of Ministers for Science and Technology.

– License agreements signed with Rothmans of Pall Mall (Malaysia) BHD and Rothmans of Pall Mall (Singapore) Pte. Ltd.

– *Philip Morris International*, "luxury" premium-priced brand, launched in Europe.

June – License agreement signed with Papastratos Cigarette Manufacturing Company, Greece.

July – Mexican affiliate Cigarrera Nacional S.A. merges with La Tabacalera Mexicana, S.A. de C.V.O.

– *Industrial Research* magazine names Richmond Research Center Tower "Laboratory of the Year."

– Benson & Hedges (Canada) Ltd., sells Formosa Spring Brewery.

October – Philip Morris U.S.A. Operations Center is dedicated in Richmond.

– Johnny, 40-year spokesman for Philip Morris, retires.

December – License agreement signed with Tabacalera, S.A., for the manufacture of *Marlboro* in Spain.

– Miller and Löwenbräu sign licensing agreement.

1975 – Miller begins to brew and market a domestic *Löwenbräu*.

– Entenmann's Inc., opens bakery in Miami, Florida.

January – Philip Morris Inc.'s 1974 operating revenues surpass $3 billion.

– Milprint Inc., subsidiary of Philip Morris Industrial, celebrates its 75th anniversary.

– In Brazil, Philip Morris acquires Companhia de Fumos Santa Cruz.

February – *Saratoga 120's* test-marketed.

March – *Lite* Beer from Miller introduced nationally.

April – *Saratoga 120's* introduced nationally.

2047840223

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

– By mid-April Miller's first aluminum-can manufacturing plant is producing 1 million cans per day.

July – *Apollo-Soyuz*, commemorative American-blend cigarette brand jointly developed, produced, and marketed by Philip Morris and the Soviet Union, is introduced.

September – Tabacalera Costarricense, S.A. (cigarette manufacturers), and Mendiola & Co. (distributors), Costa Rica, become Philip Morris affiliates.

– American Safety Razor introduces the *Lady Double II* razor for women.

– License agreement signed with Bulgartabac, Bulgaria, for manufacture and distribution of *Marlboro*.

– Miller assumes full U.S. distribution rights for *Löwenbräu* from Löwenbräu Munich in Munich, Germany.

– Construction begins on Lake Mission Viejo, California.

December – By year-end *Marlboro*, becomes the top-selling brand in the United States and the all-time best-seller in the world.

1976

– New plant in Fullerton, California, is built to process Claussen pickles.

January – Fred Stefan becomes Chairman and Chief Executive Officer of Philip Morris Industrial; William D. McCoy, Jr., becomes President and Chief Operating Officer.

– *Merit*, "the first low-tar cigarette with 'Enriched Flavor,' " introduced nationally.

– Philip Morris Inc. announces that consolidated operating revenues for the year exceeded $3.6 billion and its share of the domestic cigarette market increased to 23.6%.

– Miller announces new sales record and moves into fourth place by increasing its share of the domestic beer market to about 8.6%.

April – Construction underway to double annual capacity of Miller's Fulton, New York, brewery from 4 million to 8 million barrels.

– Commercial brewing begins at Miller's Fulton facility.

May – Aluminum-can manufacturing plants at Miller's Fort Worth, Texas, and Fulton, New York, breweries commence production.

June – Ground broken for new mid-Atlantic brewery in Eden, North Carolina.

September – Philip Morris Chairman and Chief Executive Officer Joseph F. Cullman, 3rd, agrees to unanimous request of the Board of Directors to stay on past his scheduled retirement in April 1977.

2047840224

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

- Philip Morris Inc. announces decision to maintain its corporate headquarters in New York City and to expand the New York operation by more than 40%.
- Mission Viejo Company purchases the 6,600-acre Moulton Ranch near Mission Viejo, California.

October – Tabacalera de El Salvador S.A. de C.V. becomes an affiliate.

November – License agreement signed with VVB Tabakindustrie, German Democratic Republic.

December – *Dun's Review* cites Philip Morris as "one of the five best-managed companies of 1976."

- William D. McCoy, Jr., President of Philip Morris Industrial, is elected Chief Executive Officer; Fred Stefan is named Chairman of the Executive Committee.
- A new Oscar Mayer & Co. plant opens in Sherman, Texas.

1977

January – Miller announces it has moved into third place by reporting another year of record sales and the largest annual barrelage increase ever achieved in the brewing industry. Its share of the domestic market is now about 12.2%.

- *Merit 100's* introduced nationally.
- License agreement signed with Licensintorg, representing the Soviet tobacco industry.
- Philip Morris Inc. announces it again had record earnings for 1976, and its consolidated operating revenues for the year exceeded $4 billion for the first time. The company registered the U.S. cigarette industry's largest gain in unit sales and increased its U.S. market share to 25.1%. The international company's share of the cigarette market outside the United States rose to 5.1%.

February – Wisconsin Tissue Mills acquired by Philip Morris Industrial.

March – Joseph F. Cullman, 3rd, is named Chief Executive Officer of the Year by *Financial World* magazine.

June – Philip Morris Inc., begins construction of a $34.1 million glass container plant near Auburn, New York. This facility will supply most of its production to Miller.

July – Miller announces it will increase the annual capacity of its brewery now under construction in Eden, North Carolina, to 8.8 million barrels from the 3 million initially planned.

- Lake Mission Viejo, California, opens.

2047840225

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

August – Wisconsin Tissue Mills is awarded the Clean Water Award of the Izaak Walton League of America for its water pollution control efforts.

September – Philip Morris U.S.A. announces a $241,000 grant to North Carolina State University, the largest single corporate contribution ever received by that institution, for the endowment and support of tobacco extension and agricultural education programs.

– Philip Morris Inc. announces the sale of American Safety Razor Company to a group of its employees.

– Domestically-brewed *Löwenbräu* introduced and distributed nationally.

October – *Benson & Hedges 100's Lights*, a lower "tar" addition to *Benson & Hedges 100's*, is introduced nationally.

– "Jasper Johns, A Retrospective Exhibition" is organized by the Whitney Museum and sponsored by Philip Morris Incorporated.

November – Philip Morris Inc., declares its 200th consecutive regular quarterly dividend.

– Miller breaks ground in Irwindale, California, for a new brewery with a capacity of 5 million barrels a year. The Irwindale Brewery will replace the Azusa Brewery when completed.

1978

January – Miller reports 24.2 million barrels of beer were shipped in 1977, a 31.6% increase over 1976. This gain greatly exceeded the industry's increase of 4.4%. The company moved into second place in the United States brewing industry by increasing its domestic market share to about 15.4%.

– Miller announces plans to build a $37.5 million aluminum-can manufacturing plant in Reidsville, North Carolina.

– For the 24th consecutive year, Philip Morris Inc. announces record revenues and earnings. Its consolidated operating revenues surpassed the $5 billion mark, and the company registered the cigarette industry's largest gain in unit sales for the 11th straight year. Its domestic market share increased to 26.2%, and the international company's share rose to about 5.2%.

– *Marlboro Lights 100's* introduced nationally.

February – License agreement is signed with Dohanzipari Vallaltok Trostje and Monimpex, Hungary.

March – Philip Morris U.S.A. announces plans to construct a major new cigarette-manufacturing facility in 1979 on a 2,100-acre tract of land between Charlotte and Concord in Cabarrus County, North Carolina.

2047840226

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

April – A new $247 million brewery to be located in Albany, Georgia, is announced by the Miller Brewing Company. It will have an annual capacity of 10 million barrels.

– Philip Morris Inc., makes a grant of $1 million (payable over five years) to Yale University's Graduate School of Organization and Management for the establishment of a Philip Morris Chair in Marketing in honor of Joseph F. Cullman, 3rd.

May – License agreement is signed with Industria Montanya, Andorra.

1978

May-June – Philip Morris Inc. announces a tender offer for The Seven-Up Company, and subsequently reaches an understanding with the management of Seven-Up for the combination of the two companies. As a result of the tender offer, Philip Morris acquires 97% of Seven-Up common stock and merges Seven-Up into a wholly-owned subsidiary which assumes the Seven-Up name. Seven-Up now becomes the sixth Philip Morris operating company.

June – Philip Morris Inc., buys the international cigarette business of the Liggett Group Inc.

July – Philip Morris Board of Directors elects new officers to manage the corporation, effective November 1, 1978:

George Weissman becomes Chairman of the Board and Chief Executive Officer, Philip Morris Inc.

Ross R. Millhiser, Vice Chairman of the Board.

Clifford H. Goldsmith, President.

Hugh Cullman, Group Executive Vice President, Philip Morris Inc., and Chairman and Chief Executive Officer, Philip Morris U.S.A.

John A. Murphy, Group Executive Vice President, Philip Morris Inc., and Chairman and Chief Executive Officer, Miller Brewing Company, with responsibility for Miller, The Seven-Up Company, and Mission Viejo Company.

Joseph F. Cullman, 3rd, Chairman of the Executive Committee of the Board.

New Office of the Chief Executive is created consisting of Messrs. Weissman, Millhiser, and Goldsmith.

September – License agreement is signed with Ceskoslovensky Tabakovy Prumysl, Czechoslovakia, for the manufacture and marketing of *Roy*.

November – Expansion underway to increase annual capacity of Miller's Fulton, New York, brewery from 8.8 million barrels to 10 million barrels.

– Surtech Coating Company is liquidated by Philip Morris Industrial.

2047840227

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

December – Philip Morris Inc. announces plans to construct a 26-story, $50 million corporate headquarters building at the southwest corner of Park Avenue and 42nd Street in New York City.

1979 – Oscar Mayer & Co. acquires Louis Rich, Inc., the nation's largest manufacturer of processed turkey products. Headquartered in Davenport, Iowa, Louis Rich has operations in Iowa, California, and North and South Carolina.

– Entenmann's Inc., opens a bakery in a Chicago suburb.

– *Jell-O Pudding Pops*, frozen pudding on a stick, are introduced in test markets by General Foods Corporation.

– General Foods Corporation purchases original Roselius company (*Sanka*), HAG, AG, of Bremen, Germany.

January – Miller reports 31.2 million barrels of beer were shipped in 1978, a 21.1% increase over 1977. This is the largest annual barrelage gain in Miller's history. Its share of the domestic market is now about 19%.

– Philip Morris Inc. announces record revenues and earnings for the 25th consecutive year, as consolidated operating revenues surpassed the $6 billion mark. The company registered the cigarette industry's largest gain in unit sales for the 12th straight year and increased its domestic market share to about 28%. The international company's share of the cigarette market outside the United States rose to about 5.5%.

– Philip Morris Inc., signs an agreement with the China National Native Produce and Animal By-Products Import and Export Corporation (PRC) for the sale and distribution of United States cigarette exports in Friendship shops and tourist hotels.

– Mission Viejo Company acquires the 22,000-acre Highlands Ranch south of Denver, Colorado.

February – The Board of Directors of Philip Morris Inc., declares a two-for-one split-up of the company's common stock, subject to approval by stockholders at the annual meeting, increases the quarterly dividend on the common stock by 22%, and calls for redemption of all outstanding shares of preferred stock on April 11, 1979.

– The company also announces that its capital expenditure program will be somewhat in excess of $3 billion for the five-year period 1979 to 1983.

April – License agreement is signed with Tabaqueira E.P., Portugal, for the manufacture and sale of *Marlboro* in Portugal, Madeira, and the Azores.

May – "A Century of Ceramics in the United States, 1878-1978," opens at the Everson Museum of Art, Syracuse, NY and is sponsored by Philip Morris Incorporated.

July – Philip Morris Inc. announces an investment in the cigarette manufacturing firm of Abal Hnos., S.A., Uruguay.

2047840228

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

August – Philip Morris International announces that the headquarters function of Seven-Up International will move from St. Louis to the Philip Morris Incorporated offices in New York.

– Tabacalera International, S.A., Chile, becomes an affiliate.

September – Philip Morris Inc., and Miller Brewing Company officially open Central New York Bottle Company in Auburn, New York. Plans are announced to invest an additional $15 million to increase capacity from its present 720 million containers annually to 990 million annually.

– Philip Morris U.S.A. announces a $222,500 grant to Virginia Polytechnic Institute and State University for the support of its Extension Division and College of Agriculture and Life Sciences. This is the largest single corporate grant ever received by that institution.

October – Miller announces that expansion is underway to increase annual capacity of the Eden, North Carolina, brewery from 8.8 million to 10 million barrels.

– Miller announces the start of aluminum-can manufacturing at its Reidsville, North Carolina, plant.

– *Virginia Slims Lights* introduced nationally.

December – Philip Morris U.S.A. announces plans for construction of a $41 million, 550,000-square-foot administration building and technical center adjacent to its existing Operations Center in Richmond, Virginia.

– Miller announces plans for the construction of a $411.6 million brewery to be located in Trenton, Ohio. It will have an annual capacity of 10 million barrels.

1980 – Oscar Mayer & Co. purchases a plant in Sandusky, Ohio for its quick-frozen and prepared food products for its consumer, food service, and specialty sales divisions.

– Post *Fruit & Fibre* cereal placed on market by General Foods Corporation.

– A new prepared foods facility is completed in Caryville, Tennessee, for Oscar Mayer & Co. consumer and food service.

2047840229

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

1980

January

- Miller reports that 35.8 million barrels of beer were shipped in 1979, a 14.5% increase over 1978. This increase represents the 21st consecutive year of barrelage gain for Miller and brings Miller's share of the domestic beer market to about 21%.
- Commercial brewing of Miller *High Life* Beer begins at the new Albany, Georgia, facility, the largest brewery ever built in a single stage in the world, with an annual capacity of 10 million barrels.
- Miller announces the start of commercial production at its Irwindale, California, brewery, which has an annual capacity of 5 million barrels.
- Ground is broken by Miller for a $28.7 million aluminum-can manufacturing plant on a 75-acre site in Moultrie, Georgia.
- Philip Morris Inc. announces the establishment of a Tobacco Technology Group, which will provide assistance and expertise to Philip Morris U.S.A. and Philip Morris International.
- For the 26th consecutive year, Philip Morris Inc. announces record revenues and earnings, as consolidated operating revenues surpassed the $8 billion mark. For the 13th straight year, the company registered the U.S. cigarette industry's largest gain in unit sales, increasing its U.S. market share to 29%. The international company's share of the cigarette market outside the U.S. rose to about 6%.

March

- Seven-Up unveils a graphics program that includes a new trademark for the company and new packaging designs for its *7UP* and *Diet 7UP* brands.

April

- *Cambridge* cigarettes are introduced nationally.
- Miller celebrates its 125th anniversary.

May

- Philip Morris Inc., signs an agreement with the Light Industries Corporation of the People's Republic of China for the manufacture of *L&M* king-size filter cigarettes in Canton's number-two cigarette factory.
- Philip Morris Inc., signs an agreement with the Guangdong Tourist Supplies Corporation for the sale and distribution of *L&M* king-size filter cigarettes.
- Philip Morris Inc. announces the funding of a new tobacco resource development program at the University of Kentucky College of Agriculture. Philip Morris has contributed more than $226,000 in grants and an endowment to expand the research and education base for burley tobacco.

2047840230

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

June – Seven-Up acquires exclusive North American manufacturing and marketing rights for the soft drink *Vimto*.

– Construction begins on a $17 million soft-drink production/distribution center for Seven-Up Bottling of Houston, a division of The Seven-Up Company.

July – Miller announces opening of the new 50,000-square-foot Technical Center at its headquarters in Milwaukee.

– Miller dedicates its 40th Street Pedestrian Mall and Beer Garden in Milwaukee.

August – Seven-Up acquires the Seven-Up Bottling Company of Albuquerque, New Mexico, Inc.

September – *Marlboro Lights* introduced nationally in the king-size *flip-top* box.

– Philip Morris U.S.A. announces a grant of $80,000 to the University of Tennessee Institute of Agriculture to support tobacco extension and agricultural education programs.

– Miller dedicates its Miller Brands controlled-temperature warehouse in Wauwatosa, Wisconsin.

– "Edward Hopper: The Art and The Artist" is organized by the Whitney Museum and sponsored by Philip Morris Incorporated.

October – Massalin y Celasco S.A.i.C., Argentine affiliate, Manufactura de Tobacos "Particular" V.F. Griego S.A., and Manufactura de Tobacos "Imparciales" S.A.C.I.A. merge into a new company, Massalin Particulares S.A.

– Seven-Up acquires Oxnard Lemon Company.

November – Production of *L&M* cigarettes begin at Canton's number-two cigarette factory.

1981 – Oscar Mayer & Co. is acquired by General Foods Corporation.

January – Miller reports that 37.3 million barrels of beer were shipped in 1980, a 4.2% increase over 1979. *Lite* beer became the third largest-selling brand in the United States.

– For the 27th consecutive year, Philip Morris Inc. announces record revenues and earnings, as consolidated operating revenues increased to $9.8 billion. The company again registered a record increase in unit sales, increasing its domestic market share to 31%. The international company's share of the cigarette market outside the U.S. rose to 6.2%.

– Philip Morris U.S.A. announces the establishment of a merit scholarship program in agricultural education at North Carolina State University.

2047840231

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

1981

February – *Merit Ultra Lights*, filter and menthol, are introduced nationally.

– Seven-Up acquires Seven-Up Montreal Ltd.

– Mission Viejo begins new home construction in Highlands Ranch, Colorado.

– Milprint's Downingtown, Pennsylvania, plant is sold.

March – Philip Morris Inc. announces that spendings for its capital programs in the five-year period from 1981 to 1985 are projected to total approximately $3.5 billion, of which approximately $950 million is planned to be spent during 1981.

April – The Seven-Up Company and San Pellegrino S.p.A. have signed an agreement for the production and distribution of *7UP* in Italy.

– Philip Morris Inc., signs an agreement with Societe Ivoirienne des Tabac, Ivory Coast, for the licensed manufacture of *Marlboro* and *Chesterfield*.

– Mission Viejo Company begins new home construction at Aliso Viejo, the community planned for the Moulton Ranch property in California.

May – Philip Morris Inc. announces the acquisition of shares and bonds of Rothmans International PLC as an investment in that company.

– Miller announces that its Moultrie, Georgia, container manufacturing facility has reached a production capacity of one million cans per day.

July – Philip Morris Germany inaugurates its expanded production facility in Berlin.

– Highlands Ranch, Colorado, opens with the sale of its first homes.

– Production begins at new facility of Seven-Up Bottling of Houston.

August – Miller announces plans to market *Magnum* malt liquor in 20 states and the District of Columbia.

September – *Merit Ultra Lights 100's*, regular and menthol, are introduced nationally.

– Miller tops out its Trenton, Ohio, brewery.

October – Philip Morris U.S.A. introduces nationally *The Merit Report: A Public Opinion Survey*, a new concept in public opinion gathering.

– The first families move into Mission Viejo Company's Highlands Ranch, Colorado, development.

2047840232

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

November – Philip Morris U.S.A. announces a grant of $135,680 over a four-year period to Clemson University for an educational program to train scientists and educators who work with tobacco.

– Philip Morris signs an agreement with the Eger Tobacco Factory for the licensed manufacture of *Multifilter* in Hungary. (A license agreement for the manufacture of *Marlboro* was signed in February 1978.)

– "American Painting, 1930-1980" is exhibited by the Whitney Museum of American Art for the Haus de Kunst in Munich and sponsored by Philip Morris International.

December – Milprint's South San Francisco, California, plant is sold.

1982 – Entenmann's, Inc., is acquired by General Foods Corporation.

January – Milprint's Freemont, Ohio, Milwaukee, and DePere, Wisconsin, plants are sold.

– Miller reports that 40.3 million barrels of beer were shipped in 1981, an 8.1% increase over 1980. This increase brings Miller's share of the U.S. beer market to approximately 22%.

– Philip Morris Inc. announces record revenues and earnings for the 28th consecutive year, as consolidated operating revenues increased to $10.9 billion. For the 15th consecutive year, the company registered the U.S. cigarette industry's largest gain in unit sales, increasing its U.S. market share to 31.8%. The international company's share of the cigarette market outside the U.S. rose to about 6.4%.

– Philip Morris Europe/Middle East/Africa divides into two regions: Philip Morris EEC and Philip Morris EFTA, Eastern Europe, Middle East and Africa. Both regions are headquartered in Lausanne, Switzerland.

February – Philip Morris Credit Corporation is incorporated.

– Miller receives Georgia's Governor's Award in recognition of its outstanding contributions to the arts in Georgia through activities at the Albany brewery.

– Philip Morris signs an agreement with Rothmans of Pall Mall Malaysia Bhd. for the licensed manufacture of *Marlboro*. *Marlboro* was previously exported to the Malaysian market.

– Philip Morris Incorporated begins sponsorship of the Joffrey Ballet.

March – Philip Morris Inc. announces that expenditures for its capital programs in the five-year period 1982 through 1986 are projected to total approximately $3.5 billion, of which approximately $1 billion is planned to be spent during 1982.

– The Seven-Up Company unveils a "No Caffeine" advertising campaign for its *7UP* brand.

2047840233

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

1982

March

- Philip Morris U.S.A. announces plans for construction of a $25 million, 214,000-square-foot primary processing expansion at the Maple Street manufacturing center in Louisville, Kentucky.
- The Seven-Up Company introduces *Like* Cola, a 99% caffeine-free cola, into eight test markets across the United States.
- The Seven-Up Company acquires the Seven-Up Bottling Company of San Antonio, Texas.
- Miller's Eden, North Carolina, brewery receives the Governor's Award in the Arts and Humanities for significant achievement and development of North Carolina's cultural resources.

April

- Philip Morris signs a license agreement with the Societe J. Bastos de L'Afrique Centrale for the local production of *Marlboro* in the Cameroons.

May

- Philip Morris signs a license agreement with Garanis and Petrides Ltd., and Cassandra Trading Ltd., Republic of Cyprus.
- Construction completed at Philip Morris' cigarette-manufacturing facility at Bergen Op Zoom, in the Netherlands. The plant's annual capacity is 25 billion units.

June

- The Seven-Up Company receives the Business in the Arts Award from *Forbes* magazine and the New York-based Business Committee for the Arts for outstanding corporate support of the arts.
- The Seven-Up Company announces "caffeine-free" advertising thrust for its *Diet 7UP* brand.
- *Benson & Hedges 100's DeLuxe Ultra Lights*, regular and menthol, are introduced nationally.

July

- The Seven-Up Company and Operation PUSH (People United to Serve Humanity) sign a $61 million economic impact trade agreement.
- Miller Brewing Company and Philip Morris Inc. announce the T. Thomas Fortune fellowship for a faculty member teaching journalism or mass communications at a predominantly black college or university.

August

- Miller Brewing Company and Philip Morris Inc., sign an agreement with the National Association of Black Journalists, establishing a $7,000 student internship program for a minority student majoring in journalism or mass communications.
- *Galaxy* is launched in Uruguay.

2047840234

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

1982

August – Philip Morris U.S.A. breaks ground in Louisville for expansion of its Maple Street facility.

– The Seven-Up Company begins to roll out *Like* Cola across the United States; first expansion market is Detroit.

– Philip Morris Industrial sells the three companies that comprised the Chemical Group — Polymer Industries, Armstrong Products Co., and Polymer Chemie GmbH.

September – The first families move into Mission Viejo Company's planned community of Aliso Viejo in Southern California.

– Philip Morris U.S.A. dedicates its new Operations Center in Richmond, located near its Manufacturing and Research Centers.

– The Miller Brewing Company's successful "Miller Time" advertising campaign is broadened to "Welcome to Miller Time."

October – Seven-Up Canada Inc., launches its "No Caffeine" advertising campaign for its *7UP* brand.

– Oregon Freeze Dry Foods Inc., dedicates its new administration building in Albany, Oregon.

– The Seven-Up Company introduces *Sugar Free Like* Cola in six test markets.

November – Philip Morris U.S.A. announces a $617,000 grant to the University of Kentucky for the support of burley production research.

– Seven-Up Bottling Company of Harlingen, Texas, dedicates its new distribution center.

– Seven-Up Canada Inc., acquires Seven-Up Bottling Company of Ottawa, Ontario.

– *Lider* is launched in Venezuela, opening up a new cigarette price category.

December – Local cigarette-manufacturing operations are closed down in Chile. Philip Morris' products will be imported into this market and sold by local distributors.

2047840235

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000

1983 – General Foods Corporation opens its Rye Brook, New York, facility to house the corporate staff.

January – Miller reports 1982 revenues rose to $2.9 billion, a 3.2% increase over 1981. Income jumped 37.3% to $158.8 million.

– Philip Morris Inc., reports record revenues and earnings for the 29th consecutive year, as consolidated operating revenues increased to $11.7 billion. For the 16th consecutive year, the company registered the United States cigarette industry's largest gain in unit sales, increasing its domestic market share to 32.8%. The international company's export sales rose 4%, to 47.4 billion units, a new high.

– Philip Morris U.S.A. begins manufacturing cigarettes at its new facility in Cabarrus County, North Carolina.

– Miller establishes its seventh company-owned distributorship, Miller Brands Inc., in Kent, Washington. Other company-owned distributorships are in Portland, Los Angeles, Denver, Fort Myers (Florida), Salt Lake City, and New Orleans.

– Mission Viejo is chosen as the site for long-distance cycling road races, the first event in the 1984 Summer Olympics.

– The Seven-Up Company begins to roll out *Sugar Free Like* Cola in selected expansion markets across the United States.

February – The Seven-Up Company acquires Seven-Up Bottling Company of Boston, Massachusetts.

– "The Vatican Collections: The Papacy and Art" is organized by the Metropolitan Museum of Art and sponsored by Philip Morris Incorporated.

– Philip Morris International announces the official inauguration of Cerveceria Bohemia, S.A., an affiliate of E. Leon Jimenes, C. por A., Dominican Republic. Beer production began in late 1982.

– Miller test-markets its new popular-price beer, *Meister Bräu*.

March – Miller announces agreement with Carling O'Keefe Ltd., whereby the Canadian brewer will brew and market Miller *High Life* and *Lite* in Canada.

April – *Players* king-size, regular and menthol, are introduced nationally.

– *Like* Cola and *Sugar Free Like* Cola are available in nearly 50% of the United States as well as in Puerto Rico.

– Philip Morris Industrial relocates its corporate headquarters to New York.

May – The Seven-Up Company launches its "No Caffeine. No Artificial Flavors" marketing and informational campaign for its *7UP* brand.

2047840236

Source: https://www.industrydocuments.ucsf.edu/docs/ylfl0000